

Name (max. 1): _____

Title: _____ Project #: _____

CMed 20/30

AUDIO – Radio PSA

Description

This project requires you to produce a 90-second radio public service announcement (PSA). Your PSA must include an introduction, short audio skit and conclusion as well as sound effects and background music. Suggested topics could include:

- Anti-bullying
- Anti-drug
- Distracted driving
- Environmental issues
- Healthy living
- Impaired driving
- Internet awareness
- Mental health
- Other

Format

Choose topic of interest to you. Type up a short introduction and plan a skit. This audio skit will be like a mini radio-drama that focuses on the issue. Although this is an individual project, more may be involved in the acting portions if required. They do not have to be enrolled in this class to participate.

Pre-Production Elements

Create a brief outline – a paragraph or two describing the topic/issue and why you chose that particular topic.

Build your script including the introduction, skit and conclusion.

Rehearse your script with proper pronunciation, especially names. Yes, you will be able to have the script in front of you since this is audio only but we should NOT hear papers rustling or hesitation in voices. We should hear tone, inflection and feeling in what is read. This is also a good time to test the limits of your recording equipment. Consider anything that might interfere with sound quality and find a way to work around it.

Also, note the items in the scoring table below.

Scoring (20% - 30%)		Hard copy	E-file
<input type="checkbox"/>	Outline – typed and printed	✓	X
<input type="checkbox"/>	Script – typed and printed	✓	X

Production Elements

Record the audio with minimal background noise and/or disturbances. If you have others helping with production, remember that their time is valuable – have everything ready in advance and record only the portions that require those people at that time. Remember to leave pauses in the conversations wherever sound effects will be added. Review the recorded audio for accuracy, proper pronunciations, suitable emotion and feeling, background noise, pops, static, etc. Re-record any necessary portions.

Scoring (40% - 50%)

	Hard copy	E-file
<input type="checkbox"/> Recorded audio <ul style="list-style-type: none"> • sufficient duration (min. 4 minutes including introductions, skit and conclusion) • voices are clear with proper pronunciations, no interference of background noises • free of static, echo, pops, cuts; recorded at reasonable level (not too loud or quiet) 	X	✓

Post-Production Elements

Using available audio software, make cuts and edits where necessary. Adjust levels where needed and remove any static, pops, etc. as much as possible.

Add music and sound effects in at this point where required and make any necessary adjustments to the levels.

Get a Peer Review and be prepared to make some last-minute changes. Export the final production as an **mp3** file. Complete a Project Reflection form.

Scoring (20% - 30%)

	Hard copy	E-file
<input type="checkbox"/> Peer Review	X	✓
<input type="checkbox"/> Audio file saved to proper folder as an mp3 <ul style="list-style-type: none"> • cuts have been done to make the project seamless • music and sound effects added appropriately • levels are consistent, and speech is easily audible 	X	✓
<input type="checkbox"/> Project Reflection form	X	✓
<input type="checkbox"/> Neatly organized duotang with all required papers	✓	X

SUMMARY

A single element, done well, can be outstanding, however, done poorly, can bring down the entire feel of the entire production. Weight each category accordingly. Total must equal 100.

Category	Weight Range	Choose a weighting	Score
Pre-production	20% to 30%		
Production	40% to 50%		
Post-production	20% to 30%		
TOTAL		100%	